CLAIMS:

1.   A method for preventing the use of data transmitted by a computer to a web site by a program operating on the computer, comprising:

encrypting a set of codes, wherein each code in the set of codes is associated with a particular label in the set of labels, the set of labels containing information to be displayed on the computer;

sending the set of labels and the set of codes to the computer;

receiving from the computer codes from the set of codes;

decrypting the codes returned from the computer; and

encrypting subsequent sets of codes that are different than the set of codes, wherein each code in the subsequent sets of codes is also associated with a particular label in the set of labels.

2.   The method as described in claim 1, wherein the encrypting a set of codes step includes using an encryption key to encrypt the set of codes, the sending step includes sending an encryption key to the computer, the receiving step includes receiving the encryption key back from the computer, the decrypting step includes using the encryption key to decrypt the codes received from the computer, and the encrypting subsequent sets of codes step includes sending the subsequent sets of codes to other computers.

3.   The method as described in claim 1, wherein the sets of codes and the set of labels are associated in option statements.

4.   The method as described in claim 2, wherein the encryption keys include a time stamp.

5.   The method as described in claim 1, wherein the labels in the set of labels describe flight information.

6.   The method as described in claim 2, wherein the sending step further includes sending the set of labels, the set of codes, and the encryption key to the computer in HTML formatted codes as part of a web page.

7.   A computer system for preventing the use of data transmitted by a computer to a web site by a program operating on the computer, comprising:

a computer system for sending web pages to end users, the computer system being operable in a particular mode of operation, wherein the computer system

encrypts a set of codes, wherein each code in the set of codes is associated with a particular label in the set of labels, the set of labels containing information to be displayed on the computer;

sends the set of labels and the set of codes to the computer;

receives codes from the set of codes from the computer;

decrypts the codes returned from the computer; and

encrypts subsequent sets of codes that are different than the set of codes, wherein each code in the subsequent sets of codes is also associated with a particular label in the set of labels.

8.   The computer system as described in claim 7, wherein the particular mode of operation further includes:

sending an encryption key to the computer;

receiving the encryption key back from the computer; and

sending the subsequent sets of codes to other computers, wherein the encryption key is used to encrypt the set of codes in the encrypting step and the encryption key received from the computer is used to decrypt the codes received from the computer.

9.   The computer system as described in claim 7, wherein the sets of codes and the set of labels are associated in option statements.

10.   The computer system as described in claim 8, wherein the encryption keys include a time stamp.

11.   The computer system as described in claim 7, wherein the labels in the set of labels describe flight information.

12.   The computer system as described in claim 8, wherein the particular mode of operation further includes sending the set of labels, the set of codes, and the encryption key to the computer in HTML formatted codes as part of a web page.

13.   A computer system for preventing the use of data transmitted by a computer to a web site by a program operating on the computer, comprising:

encryption means for encrypting a set of codes, wherein each code in the set of codes is associated with a particular label in the set of labels, the set of labels containing information to be displayed on the computer;

sending means for sending the set of labels and the set of codes to the computer;

reception means for receiving from the computer codes from the set of codes;

decryption means for decrypting the codes returned from the computer; and

second encryption means for encrypting subsequent sets of codes that are different than the set of codes, wherein each code in the subsequent sets of codes is also associated with a particular label in the set of labels.

14.   The method as described in claim 13, wherein the encryption means includes using an encryption key to encrypt the set of codes, the sending means includes sending an encryption key to the computer, the reception means includes receiving the encryption key back from the computer, the decryption means includes using the encryption key to decrypt the codes received from the computer, and the second encryption means includes sending the subsequent sets of codes to other computers.

15.   The computer system as described in claim 13, wherein the sets of codes and the set of labels are associated in option statements.

16.   The computer system as described in claim 14, wherein the encryption keys include a time stamp.

17.   The computer system as described in claim 13, wherein the labels in the set of labels describe flight information.

18.   The computer system as described in claim 14, wherein the particular mode of operation further includes sending the set of labels, the set of codes, and the encryption key to the computer in HTML formatted codes as part of a web page.

19.   A method for determining the meaning of a code that describes a user's selection of an item on a web page, comprising:

analyzing information that defines the web page;

creating an association between the codes and labels presented on the web page which represent the codes;

capturing the code after a user selects an item; and

determining the label associated with the code by referencing the association.

20.   The method as described in claim 19, further comprising:

parsing the label to extract information; and

using this information to query other web sites.

21.   The method as described in claim 19, wherein the analyzing step further comprises scanning HTML codes that define the web page for option statements that contain the codes and the labels.

22.   The method as described in claim 19, wherein the capturing step further comprises capturing the codes when the user submits information to a web site.

23.   The method as described in claim 19, further comprising monitoring which particular web site is being accessed by the user.

24.   The method as described in claim 21, further comprising:

receiving responsive information from the other web sites; and

presenting the responsive information to the user, wherein the information is flight information and the responsive information is responsive flight information.

25.   A computer-readable medium encoded with a computer program for determining the meaning of a code that describes a user's selection of an item on a web page, the computer program comprising instructions to:

analyze information that defines the web page;

create an association between the codes and labels presented on the web page which represent the codes;

capture the code after a user selects an item; and

determine the label associated with the code by referencing the association.

26.   The computer-readable medium as described in claim 25, further comprising instructions to:

parse the label to extract information; and

use this information to query other web sites.

27.   The computer-readable medium as described in claim 25, wherein the analyzing instructions further comprises instructions for scanning HTML codes that define the web page for option statements that contain the codes and the labels.

28.   The computer-readable medium as described in claim 25, wherein the capturing instructions further comprise instructions for capturing the codes when the user submits information to a web site.

29.   The computer-readable medium as described in claim 25, wherein the computer program further comprises instructions to monitor which particular web site is being accessed by the user.

30.   The computer-readable medium as described in claim 25, wherein the computer program further comprises instructions to:

receive responsive information from the other web sites; and

present the responsive information to the user, wherein the information is flight information and the responsive information is responsive flight information.

31.   A method for preventing the use of responsive data transmitted to a computer from a web site by a program operating on the computer, comprising:

sending choice presentation information to the computer, wherein the choice presentation information defines a web page that allows a user to make a series of selections;

receiving selection information that describes selections made by the user from the choice presentation information;

gathering responsive information to send to the user, wherein the responsive information is responsive to the selection information;

formatting the responsive information into a graphics file; and

sending the responsive information to the user.

32.   The method as described in claim 31, wherein the choice presentation information and the selection information are in HTML codes.

33.   The method as described in claim 31, wherein the choice presentation information describes various travel related options, the selection information describes particular items of the choice presentation information selected by the user, and the responsive information presents additional travel options to the user that are responsive to the presentation information.

34.   A method of preventing the interception of a URL, comprising:

creating a target web page;

associating a first alias URL with the target web page;

placing the first alias URL on a general web page;

associating a second alias URL with the target web page;

substituting the second alias URL in place of the first alias URL on the target web page, wherein references to the target web page on the general page change over time.